

CONNECTED EXPERIENCES

Technology Delivering Business Impact



TRAVEL | HOSPITALITY | TRANSPORTATION | LOGISTICS



PRELUDE



“

In a world where most IT companies are focused on delivering technology led solutions, the majority of which either fail or fail to deliver business values or deliver business impact, HCL chose to take a differentiated approach which is Business Process and KPI driven.

HCL's unique approach is driven by a deep understanding of the Industry business processes – and is focused on solving real business problems which helps it create value and deliver transformation to its clients.

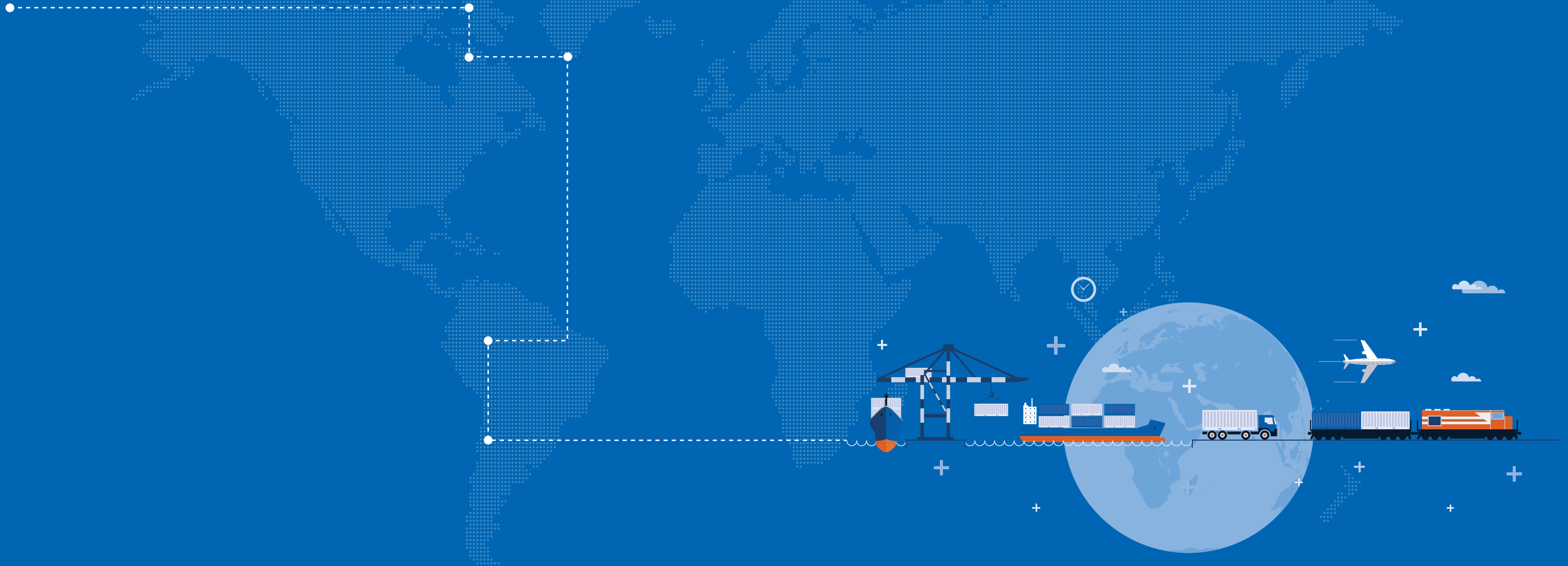
This booklet is a collection of our success stories driven by this unique approach!

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*Amit Gupta,
Global Head - Travel, Transportation and Logistics*



TRANSPORTATION & LOGISTICS



HCL TRANSFORMS THE BUSINESS OPERATIONS OF AN INDUSTRY-LEADING, NON-ASSET 3PL COMPANY

ABOUT THE CUSTOMER

Leading US based 3PL company operating in 60 countries.

BUSINESS CHALLENGES

The client was facing the following business challenges:





High inefficiencies in operations-time for processing orders 4 times longer than industry	Need for Real-time visibility of shipment statuses, delayed notifications
Poor Business Agility – Ability to react in real time	Existence of 9 freight forwarding platforms

HCL COMES INTO PLAY

HCL's Business Process/KPI driven, industry-wide proven approach to business transformation helped deliver an integrated and streamlined portfolio of business processes on best-in-class technology platforms.

- Implemented Next Generation digital platform which replaced 150+ existing systems and became the single source of information across the company
- Re-engineered the business processes to improve resource utilization and bring down the operating costs
- Standardized the business processes globally and implemented a Business Process Management (BPM) system

IMPACT DELIVERED

 <div>Cost savings of US \$98M</div>	 <div>Revenue realization increased by 11%</div>
 <div>Customer on-boarding time reduced by 60%</div>	 <div>IT Operating Expense reduced by 30%</div>

HCL IMPLEMENTED A **GLOBAL VISIBILITY PLATFORM** TO DRIVE INCREASED VISIBILITY AND STREAMLINE BUSINESS PROCESSES OF A **LEADING 3PL** SERVICE PROVIDER

ABOUT THE CUSTOMER

European based 3PL service provider operating in over 170 countries

BUSINESS CHALLENGES

Due to mergers and acquisitions, the client's IT landscape was characterized by disparate systems, integration issues, and high cost of ownership that resulted in non-alignment to business needs. Major challenges faced were:

Limited visibility into shipments

Lack of automation and real-time reporting

Lack of documented system knowledge which drove higher resolution times

High IT expenditure due to multiple legacy systems

HCL COMES INTO PLAY

HCL managed and transformed the complete IT portfolio comprising over 165 applications including automation of freight management, transportation management, warehouse management and back office applications. HCL also implemented its Global Visibility Platform which helped provide visibility about every shipment across the shipment lifecycle – positively impacting shipment management and customer experience.

IMPACT DELIVERED



4% improvement in operating profit



40% increase in customer satisfaction



25% headcount reduction with improved productivity



US \$8M of value ideas implemented

HCL HELPS A **LEADING LOGISTICS** SERVICE PROVIDER IN TRANSFORMING **WAREHOUSE OPERATIONS**

ABOUT THE CUSTOMER

European based global logistics service provider operating in 227 countries and territories

BUSINESS CHALLENGES

Due to rising competition, the client was struggling to streamline their warehouse operations to deliver an enhanced customer experience. Major challenges faced were:

Inefficient tracking, storage and shipment of goods at the warehouse led to diminished customer satisfaction

Multiple platforms causing integration issues which was impacting revenue

Lack of flexibility in legacy warehousing systems were impacting Operations

HCL COMES INTO PLAY

HCL helped the client by implementing a new Warehouse Management System (WMS) platform which resulted in the reduction of operational issues faced by users in day to day operations. The new platform ensured smooth flow of information between the warehouses and customers which resulted in increased customer satisfaction. HCL's business process driven IT support model for over 300 IT environments and customer sites and at a much lower cost and improved performance.

IMPACT DELIVERED

 **25%** reduction in cost of operations

 **67%** improvement in request fulfilment time

 **35%** reduction in user issues



HCL HELPS A GLOBAL **COURIER SERVICE** PROVIDER TO ENHANCE ITS **LOGISTICS BUSINESS** AND **MODERNIZE LEGACY SYSTEMS**

ABOUT THE CUSTOMER

Leading global logistics service provider headquartered in US, operating in 220+ countries and territories

BUSINESS CHALLENGES

Major challenges faced were:

Inability to meet the expectations of eCommerce customers for expedited shipments	Move from fixed-cost, heavy-asset model to a variable cost structure to cater to shipments during peak seasons
Increasing threats from new entrants leveraging new technologies	Integration of systems and processes due to global mergers and acquisitions

HCL COMES INTO PLAY

HCL brought its expertise in the Logistics industry powered by a domain driven and KPI based model to help solve the client's business problems.

- Modernized a number of core platforms to provide flexibility and agility in supporting business functions including Revenue, Shipment, Pricing and Custom Clearance
- Architected the platform for the billing system that can support peak volumes of 16 million shipments and 600,000 invoices a day to support peak season traffic
- Implemented an online portal for self-service billing and shipping to provide online customer reporting management thus reducing manual handling
- Transformed business processes to optimize invoice payments which increased efficiency by 50X

IMPACT DELIVERED

 <p>Expected business benefits of over US \$50M</p>	 <p>8x improvement in invoice processing time</p>
 <p>Ability to launch a new product in 1/3rd of cycle time</p>	 <p>90% reduction in lead-time to create new pickup location in a system</p>

HCL IMPROVED VESSEL UTILIZATION AND YIELD MANAGEMENT FOR THE WORLD'S LARGEST CONTAINER SHIPPING COMPANY

ABOUT THE CUSTOMER

World's largest container shipping company operating in over 130 countries

BUSINESS CHALLENGES

Inefficient Yield management

Low container utilization

Lack of intelligent slotting while loading the container led to damaging of goods

Lack of availability of a global platform for increased visibility on container utilization

Difficulty in managing the workflows to handle over US \$5 million bookings a year

HCL COMES INTO PLAY

HCL's KPI-driven, industry-wide proven approach to business transformation helped deliver an integrated and streamlined portfolio of business processes on best-in-class technology platforms.

HCL helped the client in consolidating and modernizing the system in order to store information at a central repository. HCL developed a process to classify the goods and further developed an algorithm that suggested what goods needs to be loaded in which container (based on volume, route, type of goods) in order to maximize vessel utilization and prevent damaging of goods.

HCL adopted layer and leave strategy to modernize the systems critical to the business and linking them up to other systems for real time decision making and improving vessel utilization and yield.

As a result, the client experienced an improvement in the utilization of containers and got the visibility to offload and pick up goods simultaneously at one point thus optimizing labor efficiency, time and resources.

IMPACT DELIVERED



US \$25M
of annual cost savings



6.6%
increase in YoY cargo capacity volume



4.3%
drop of fixed bunker price

HCL HELPS IMPLEMENT A **DIGITAL PLATFORM** FOR A LEADING **TRUCK LEASING** AND RENTAL COMPANY

ABOUT THE CUSTOMER

US based truck leasing and rental company.

BUSINESS CHALLENGES

The client was facing challenges with customer satisfaction due to inefficient and manual rental processes which was also impacting profitability. The key challenges were:

To reduce the rental time processing to bring it in line with internal benchmarks

Increase employee productivity which was impacted by current business processes and customer processing times

Disparate systems led to unavailability of historical data

Business impact driven by non-streamlined processes

HCL COMES INTO PLAY

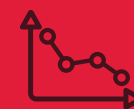
HCL entered with its unique business process driven approach and showcased its Digital capabilities and strengths to overcome the client's challenges and help improve their operating margins.

- Implemented a new platform that digitalized the rental process and drastically reduced the time required to process a rental.
- The digital platform also helped streamline and automate the walk-through, inspection and signature processes and truck walk-through processes further reducing the rental processing time.
- Transformed the shop maintenance process by implementing a new BPM platform that streamlined as well as digitized manual activities in the purchasing and repair process.

IMPACT DELIVERED



50%
reduction in
truck rental time



Rentals taking more than
20mins reduced by **29%**



10x
increase in customer satisfaction



TRAVEL & HOSPITALITY



HCL IMPLEMENTS **AGILE BPM** TO DRIVE BUSINESS TRANSFORMATION FOR THE WORLD'S LARGEST **AIRCRAFT MANUFACTURER**

ABOUT THE CUSTOMER

Leading global aircraft manufacturer

BUSINESS CHALLENGES

The client was adversely impacted by:



- High turnaround times impacting schedule by over 100%
- The inability to measure and identify the bottlenecks in flight test processes
- Difficulties in ascertaining the percentage of test completions
- Using emails and spreadsheets to manage over 10,000+ requests

HCL COMES INTO PLAY

A deep understanding of the challenges that beset the client, coupled with extensive domain expertise, helped HCL provide services and solutions to overcome the stated business challenges.

- HCL automated the business processes for the design, procurement, and manufacturing divisions using a BPM framework. Developed over 20 systems to certify modular avionics.
- Implemented dynamic and automatic systems around power management, air management and crew alert systems
- Replaced a number of legacy applications with modernized platforms

IMPACT DELIVERED

-  **US \$275M** of cost savings over 5 years
-  **33%** reduction in the procurement lifecycle
-  Effort for monitoring performance reduced by **25%**
-  System consolidation reduced application footprint by **85%**

HCL HELPED A **LEADING AIRLINE** TRANSFORM **INVENTORY MANAGEMENT** IN ITS MAINTENANCE DIVISION



ABOUT THE CUSTOMER

World's largest global Airline with an extensive international and domestic network

BUSINESS CHALLENGES

Finding, expediting and part status processes relied on manual processes

Inventory accuracy 30 pts below industry standards

Disjointed processes and multiple systems vastly limited change in business processes

Limited data in current systems impeded business functions

Inflexibility of legacy parts management systems and high support costs

HCL COMES INTO PLAY

HCL's experience with global airlines and aircraft manufacturers for transforming their Maintenance & Engineering divisions helped our client in streamlining their operations. HCL implemented a new inventory management system for the client which completely eliminated the potential to order/install the wrong part on any Aircraft as the mobile enabled real time inventory platform enables the Airline to "Get the right part, to the right place, at the right time"!



IMPACT DELIVERED



Real time inventory visibility drove annual savings of over **US \$25M**



Potential to reduce excess Aircraft Inventory by upwards of **US \$100M**

HCL DELIVERS A **DIGITAL CREW SOLUTION** FOR PASSENGER MANAGEMENT AND CREW OPERATIONS FOR A LEADING **GLOBAL AIRLINE**

ABOUT THE CUSTOMER

Middle East based global 5-star Airline

BUSINESS CHALLENGES

The airline wanted to improve its on-board experience for passenger management and improve the ways in which the crew interacted with its customers. Current paper based processes impeded a more efficient passenger management experience leading to:

Lack of personalization
for high value customers

Outdated information
due to paper based
processes

Increased time to
process and update
passenger information

Data quality issues due
to manual recording
and capturing of data

HCL COMES INTO PLAY

HCL utilized its deep understanding of the airline business processes combined with its Digital expertise to provide a Digital platform that enabled the following:

In addition the solution also helped automate and speed up the passenger boarding and management processes. The deeply integrated digital platform provided a number of benefits including:

- Providing a personalized experience for high value customers
- Speed up the passenger boarding and management processes
- Enabled real time information updates to Cabin Crew on flight, aircraft and passengers
- Automated a number of on board manual processes

IMPACT DELIVERED



12%
increase in cabin crew
productivity



Increased customer
satisfaction



100%
elimination of
manual errors

HCL HELPED TRANSFORM THE **DIGITAL PLATFORMS** FOR A LEADING GLOBAL **HOTEL CHAIN**



ABOUT THE CUSTOMER

Largest hotel chain in the world
operating in over 100 countries.

BUSINESS CHALLENGES

Non-standardized
customer experience
across brands

Poor user experience
impacting mobile
bookings and customer
experience

Platform unable to support the desired customer
experience and online customer transactions thus
impacting revenues

HCL COMES INTO PLAY

HCL's domain expertise in Hospitality and in Digital was a critical factor in transforming business functions like E-commerce, Mobility and Customer Experience. HCL worked with the client to transform the website for all major brands:

- Developed one single mobile site supporting multiple brands
- Drove an enriched user experience by providing user desired features like enhanced hotel details, rich content and a user friendly UI
- Implemented enhanced analytics which helped the business understand the Digital impact and positively impacted revenue
- Platform supported global operations with multi-lingual features
- Developed applications customized on iOS and Android platforms

IMPACT DELIVERED



80%
increase in revenue
from mobile booking



85%
reduction in
response time



30%
reduction in cycle
time allowing more
frequent releases

For any query/ feedback, write to ttlh@hcl.com



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HCL